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## News Release

### Free screening of innovative design documentary at UMC July 30, 2014

*By Itolfe on Wednesday, July 16, 2014* The film "If You Build It" will be shown at a free public screening on Wednesday, July 30 at 8:30 p.m. in Bede Ballroom, Sargent Student Center, University of Minnesota Crookston (UMC). Tickets are not required.

The independent documentary chronicles two designers as they lead rural North Carolina teens through a year-long, full-scale design and build project that does much more than just teach basic construction skills: it demonstrates how design thinking, an innovative yet practical approach to problem solving, can re-invent not just these teens' down-on-its-luck town but their own sense of what's possible.

Slate called "If You Build It" "A heartening story about the power of design!" Variety reviewed it as "Well crafted and unexpectedly moving." Salon said it was "Provocative, inspiring ..." Director Michael Creadon is best-known for the quirky "Wordplay," a film that told the story of a crossword puzzle championship interspersed with clips of well-known Americans, such as former President Bill Clinton and filmmaker Ken Burns, who regularly solve crosswords.

The University of Minnesota Regional Sustainable Development Partnerships (RSDP) are sponsoring the screening as part of a rural design conference, which will use design thinking to explore a number of challenges and opportunities facing rural communities. The conference, titled Thriving by Design II, is sponsored by RSDP (part of UMN Extension); UMN Center for Rural Design; University of Minnesota Crookston; EDA Center at the University of Minnesota Crookston; and Blue Cross Blue Shield of Minnesota Center for Prevention. More information on the conference is available at <http://z.umn.edu/rdcii>.

RSDP connects greater Minnesota communities to the University of Minnesota in order to help solve problems and take advantage of new opportunities. As a part of University of Minnesota Extension, RSDP brings together local talent and resources with University of Minnesota knowledge and seed funding to drive sustainability in four areas: agriculture and food systems, tourism and resilient communities, natural resources, and clean energy. Northwest RSDP offices in Crookston and is led by Executive Director Linda Kingery and a board comprised of community and University representatives.

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